That which is claimed is:

1. A method for the treatment of a subject afflicted with a steroid or steroid-like hormone-responsive disease state, said method comprising administering to said subject an effective amount of a ligand which selectively interacts with the receptor subtype associated with said steroid or steroid-like hormone responsive disease state, to a significantly greater extent than with other subtypes of the same receptor class.

2. A method according to claim 1 wherein said disease state is retinoid responsive.

3. A method according to claim 2 wherein said ligand is selective for retinoic acid receptor-mediated processes, relative to retinoid X mediated processes.

4. A method according to claim 2 wherein said ligand is selective for retinoid X receptor-mediated processes, relative to retinoic acid mediated processes.

5. A method according to Claim 1 wherein said steroid or steroid-like hormone responsive disease state is the result of translocation of a portion of a gene encoding a member of the steroid/thyroid superfamily of receptors and a portion of a second gene; wherein the expression of said second gene is not ordinarily subject to regulation by the steroid or steroid-like hormone which binds to said member of the steroid/thyroid superfamily of receptors.

6. A method according to Claim 5 wherein said steroid or steroid-like hormone-responsive disease state is APL.

7. A method according to Claim 1 wherein said steroid or steroid-like hormone-responsive disease state is a skin disorder.

8. A method according to Claim 1 wherein said ligand which selectively interacts with the receptor subtype associated with said steroid or steroid-like hormone responsive disease state is selected from RAR-α selective ligands, RAR-ß selective ligands, RAR-γ selective ligands, TR-α-selective ligands, TR-ß-selective ligands, RXR-α selective ligands, RXR-ß selective ligands, RXR-γ selective ligands, coup-α selective ligands, coup-ß selective ligands, or coup-γ selective ligands.

9. A method according to Claim 8 wherein said RAR-α selective ligand is the amide Compound III.

10. A method according to Claim 8 wherein said RAR-ß selective ligand is the phenyl-naphthyl derivative Compound I or benzophenone derivative Compound IV.

11. A method according to Claim 8 wherein said RAR-γ selective ligand is the phenyl-naphthyl derivative Compound I or benzophenone derivative Compound IV.

12. A method for the treatment of a subject afflicted with acute promyelocytic leukemia, said method comprising administering to said subject an effective amount of a ligand which selectively interacts with retinoic acid receptors, in preference to retinoid X receptors.

13. A method according to Claim 12 wherein said ligand selectively interacts with RAR-α, relative to other retinoic acid receptor subtypes, including retinoid X receptors.

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14. A method according to Claim 12 wherein said ligand which selectively interacts with retinoic acid receptors, relative to retinoid X receptors, is the polyunsaturated carboxylic acid derivative Compound II.

15. A method according to Claim 13 wherein said ligand which selectively interacts with RAR-α is the amide Compound III.

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